

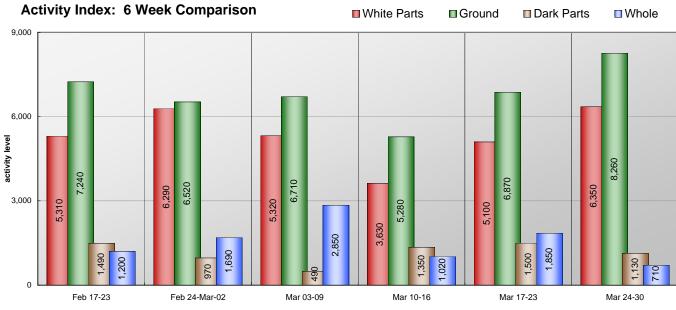
## **USDA Weekly Retail Turkey Feature Activity**

Fri. Mar 24, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/24 thru 03/30.

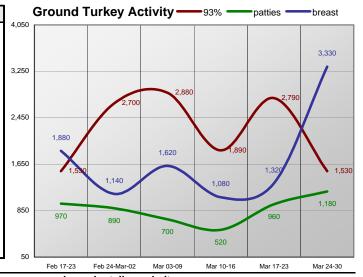
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

THIS WEEK	NAT	IONAL SI	JMMAR	Y		T
Special Rate 4/   7.2%   4.9%   Activity Index 2/   16,450   15,320   3/   Stores Wtd Avg   Stores Wtd Avg   WHOLE BIRDS:   Fresh - Hens   330   1.12   380   1.38   " - Toms   320   1.11   330   1.44   Frozen - Hens   30   0.86   570   1.03   " - Toms   30   0.86   570   1.03   PARTS:   Breast:   Bone-in, whole   Fresh   560   1.87   450   2.09   Frozen   590   1.33   740   1.48   Hotel Style   Fresh   70   1.05   10   0.88   Frozen   Split, bone-in   Fresh   50   1.99   Rotisserie   1,340   6.37   2,490   7.06   Boneless, whole   10   2.99   Cutlets   1,620   4.23   1,160   3.69   Strips   920   4.36   Tenders   1,190   3.97   250   3.93   Drumsticks   340   0.99   680   1.29   Thighs   340   1.08   10   1.39   Wings   310   1.06   680   1.29   Necks   60   1.29   100   1.29   Smoked Drumsticks   60   1.44   30   1.39   Smoked Wings   20   0.99   Smoked Necks   GROUND TURKEY:   8,260   2.94   6,870   2.57   Patties   1,180   2.77   960   2.44   Sausage   1,580   2.50   1,250   2.51   85% lean   640   1.72   550   1.28   93% lean   1,530   2.21   2,790   2.28		THIS V	VEEK	LAST WEEK		
Special Rate 4/         7.2%         4.9%           Activity Index 2/         16,450         15,320           3/         Stores Wtd Avg         Stores Wtd Avg           WHOLE BIRDS:         Fresh - Hens         330         1.12         380         1.38           " - Toms         320         1.11         330         1.44           Frozen - Hens         30         0.86         570         1.03           PARTS:           Breast:         Bone-in, whole         Fresh         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         50         1.99         Rotisserie         1,340         6.37         2,490         7.06      <	Feature Pate 1/	50.2% of	17,000	48.3% of 17,000		
Activity Index 2/         16,450         15,320           3/         Stores         Wtd Avg         Stores         Wtd Avg           WHOLE BIRDS:         Fresh - Hens         330         1.12         380         1.38           " - Toms         320         1.11         330         1.44           Frozen - Hens         30         0.86         570         1.03           PARTS:         Breast:         Bone-in, whole         Fresh         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         Fresh         50         1.99         7.06           Boneless, whole         10         2.99         2.490         7.06         80           Boneless, whole         10         2.99         2.50         3.93         3.93           Drumsticks         340         0.99         680	reature Nate 1/	outl	ets			
Activity Index 2/         16,450         15,320           3/         Stores         Wtd Avg         Stores         Wtd Avg           WHOLE BIRDS:         Fresh - Hens         330         1.12         380         1.38           " - Toms         320         1.11         330         1.44           Frozen - Hens         30         0.86         570         1.03           PARTS:         Breast:         Bone-in, whole         Fresh         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         Fresh         50         1.99         7.06           Boneless, whole         10         2.99         2.490         7.06         80           Boneless, whole         10         2.99         2.50         3.93         3.93           Drumsticks         340         0.99         680	Special Rate 4/	7.2	%	4.9%		
WHOLE BIRDS:         330         1.12         380         1.38           " - Toms         320         1.11         330         1.44           Frozen - Hens         30         0.86         570         1.03           " - Toms         30         0.86         570         1.03           PARTS:           Breast:         Bone-in, whole         Fresh         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         Fresh         50         1.99         Net serie         1,340         6.37         2,490         7.06         Net serie         1,340         6.37         2,490         7.06         Net series         1,160         3.69         Net series         3.69         Net series         1,160         3.69         Net series         3.93         Net series         1,160         3.69         Net series         3.93	Activity Index 2/	16,4	150	15,320		1
Fresh - Hens         330         1.12         380         1.38           " - Toms         320         1.11         330         1.44           Frozen - Hens         30         0.86         570         1.03           PARTS:           Breast:         Bone-in, whole         Fresh         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         Fresh         50         1.99         Netisserie         1,340         6.37         2,490         7.06         Netisserie         1,620         4.23         1,160         3.69         Netisserie         1,620         4.23         1,160         3.69         Netisserie         3.93         Netisserie         1,190         3.97         250         3.93         Netisserie         1,190         1,08         10         1,39	3/	Stores V	/td Avg	Stores	Wtd Avg	1
" - Toms         320         1.11         330         1.44           Frozen - Hens         30         0.86         570         1.03           " - Toms         30         0.86         570         1.03           PARTS:           Breast:         Bone-in, whole           Fresh         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         70         1.05         10         0.88           Frozen         50         1.99         1.00         0.88           Frozen         50         1.99         7.06         0.88           Boneless, whole         10         2.99         7.06         0.88           Strips         920         4.36         1.160         3.69           Strips         920         4.36         1.29         1.30           Thighs         340	WHOLE BIRDS:					1
Frozen - Hens 30 0.86 570 1.03  " - Toms 30 0.86 570 1.03  PARTS: Breast: Bone-in, whole Fresh 560 1.87 450 2.09 Frozen 590 1.33 740 1.48  Hotel Style Fresh 70 1.05 10 0.88  Frozen Split, bone-in Fresh 50 1.99 Rotisserie 1,340 6.37 2,490 7.06  Boneless, whole 10 2.99  Cutlets 1,620 4.23 1,160 3.69 Strips 920 4.36 Tenders 1,190 3.97 250 3.93  Drumsticks 340 0.99 680 1.29  Thighs 340 1.08 10 1.39  Wings 310 1.06 680 1.29  Necks 60 1.29 100 1.29  Smoked Drumsticks 60 1.44 30 1.39  Smoked Wings 20 0.99  Smoked Necks  GROUND TURKEY: 8,260 2.94 6,870 2.57  Patties 1,580 2.50 1,250 2.51  85% lean 640 1.72 550 1.28  93% lean 1,530 2.21 2,790 2.28	Fresh - Hens	330	1.12	380	1.38	
" - Toms         30         0.86         570         1.03           PARTS:           Breast:         Bone-in, whole         560         1.87         450         2.09           Fresh         590         1.33         740         1.48           Hotel Style         70         1.05         10         0.88           Frozen         50         1.99         10         0.88           Frozen         50         1.99         10         0.88           Fresh         50         1.99         7.06         88           Rotisserie         1,340         6.37         2,490         7.06         80           Boneless, whole         10         2.99         1.160         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93	" - Toms	320	1.11	330	1.44	
PARTS:           Breast:         Bone-in, whole           Fresh         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         70         1.05         10         0.88           Frozen         70         1.05         10         0.88           Frozen         Split, bone-in         50         1.99         10         2.490         7.06           Boneless, whole         10         2.99         2.490         7.06         7.06         7.06         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00         8.00	Frozen - Hens	30	0.86	570	1.03	
Breast: Bone-in, whole Fresh Frozen Frozen Frozen Fresh Frozen Fresh Fresh Fresh Frozen Split, bone-in Fresh Fresh Fresh Fresh Frozen Split, bone-in Fresh Fresh Fresh Frozen Split, bone-in Fresh Fresh Frozen Soutisserie 1,340 6.37 2,490 7.06 Boneless, whole 10 2.99 Cutlets 1,620 4.23 1,160 3.69 Strips 920 4.36 Tenders 1,190 3.97 Drumsticks 340 0.99 680 1.29 Thighs Wings 310 1.06 680 1.29 Necks 60 1.29 Smoked Drumsticks 60 1.44 30 1.39 Smoked Wings Smoked Wings Smoked Necks  GROUND TURKEY: Patties 1,180 2.77 960 2.44 Sausage 1,580 2.50 1,250 2.51 85% lean 93% lean 1,530 2.21 2,790 2.28	" - Toms	30	0.86	570	1.03	
Bone-in, whole         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         70         1.05         10         0.88           Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         50         1.99         10         2.490         7.06           Boneless, whole         10         2.99         2.490         7.06         3.69           Boneless, whole         10         2.99         2.490         7.06         3.69           Strips         920         4.36         1,160         3.69         3.69           Strips         920         4.36         1,160         3.69         3.93           Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Necks         60 <td>PARTS:</td> <td></td> <td></td> <td></td> <td></td> <td></td>	PARTS:					
Fresh         560         1.87         450         2.09           Frozen         590         1.33         740         1.48           Hotel Style         70         1.05         10         0.88           Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         50         1.99         10         2.490         7.06           Boneless, whole         10         2.99         1.160         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.93         3.69         3.69         3.93         3.69         3.69         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93         3.93	Breast:					
Frozen         590         1.33         740         1.48           Hotel Style         Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         50         1.99         1.99         1.06         1.06         1.06         1.06         1.06         1.06         3.69         1.06         3.69         1.06         3.69         1.06         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09	Bone-in, whole					
Hotel Style         70         1.05         10         0.88           Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         50         1.99         1.99         1.99         1.06         1.06         1.06         1.06         1.06         1.06         1.06         3.69         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09         3.09	Fresh	560	1.87	450	2.09	
Fresh         70         1.05         10         0.88           Frozen         Split, bone-in         50         1.99         1.99         7.06           Rotisserie         1,340         6.37         2,490         7.06         7.06           Boneless, whole         10         2.99         1,160         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.69         3.60         3.69         3.69         3.69<	Frozen	590	1.33	740	1.48	
Frozen         Split, bone-in         50         1.99           Fresh         50         1.99         2,490         7.06           Boneless, whole         10         2.99         1,160         3.69           Cutlets         1,620         4.23         1,160         3.69           Strips         920         4.36         250         3.93           Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         5         1.39           Smoked Necks         60         1.44         30         1.39           Fratties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21	Hotel Style					
Split, bone-in         50         1.99           Rotisserie         1,340         6.37         2,490         7.06           Boneless, whole         10         2.99         1,160         3.69           Cutlets         1,620         4.23         1,160         3.69           Strips         920         4.36         250         3.93           Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         5         1.39           Smoked Necks         60         1.44         30         1.39           Smoked Necks         7         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.	Fresh	70	1.05	10	0.88	
Fresh         50         1.99           Rotisserie         1,340         6.37         2,490         7.06           Boneless, whole         10         2.99         1,160         3.69           Cutlets         1,620         4.23         1,160         3.69           Strips         920         4.36         250         3.93           Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         50         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Frozen					
Rotisserie         1,340         6.37         2,490         7.06           Boneless, whole         10         2.99           Cutlets         1,620         4.23         1,160         3.69           Strips         920         4.36         250         3.93           Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         5           Smoked Necks         60         1.44         30         1.39           Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.	Split, bone-in					
Boneless, whole         10         2.99         Lost of the control of the c	Fresh	50	1.99			
Cutlets         1,620         4.23         1,160         3.69           Strips         920         4.36           Tenders         1,190         3.97         250         3.93           Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         5           Smoked Necks         60         1.44         30         1.39           Fatties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Rotisserie	1,340	6.37	2,490	7.06	
Strips         920         4.36           Tenders         1,190         3.97         250         3.93           Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         2.57           Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Boneless, whole	10	2.99			
Strips         920         4.36           Tenders         1,190         3.97         250         3.93           Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         5           Smoked Necks         60         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Cutlets	1,620	4.23	1,160	3.69	
Drumsticks         340         0.99         680         1.29           Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         20         2.94           Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Strips	920	4.36	·		
Thighs         340         1.08         10         1.39           Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         20         2.94           Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Tenders	1,190	3.97	250	3.93	
Wings         310         1.06         680         1.29           Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         30         2.57           Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Drumsticks	340	0.99	680	1.29	1
Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         20         0.99           Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Thighs	340	1.08	10	1.39	
Necks         60         1.29         100         1.29           Smoked Drumsticks         60         1.44         30         1.39           Smoked Wings         20         0.99         20           Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Wings	310	1.06	680	1.29	
Smoked Wings         20         0.99           Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	-	60	1.29	100	1.29	
Smoked Necks         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Smoked Drumsticks	60	1.44	30	1.39	
GROUND TURKEY:         8,260         2.94         6,870         2.57           Patties         1,180         2.77         960         2.44           Sausage         1,580         2.50         1,250         2.51           85% lean         640         1.72         550         1.28           93% lean         1,530         2.21         2,790         2.28	Smoked Wings	20	0.99			
Patties     1,180     2.77     960     2.44       Sausage     1,580     2.50     1,250     2.51       85% lean     640     1.72     550     1.28       93% lean     1,530     2.21     2,790     2.28	Smoked Necks					
Sausage     1,580     2.50     1,250     2.51       85% lean     640     1.72     550     1.28       93% lean     1,530     2.21     2,790     2.28	GROUND TURKEY:	8,260	2.94	6,870	2.57	1
85% lean 640 1.72 550 1.28 93% lean 1,530 2.21 2,790 2.28	Patties	1,180	2.77	960	2.44	1
93% lean 1,530 2.21 2,790 2.28	Sausage	1,580	2.50	1,250	2.51	
	85% lean	640	1.72	550	1.28	
	93% lean	1,530	2.21	2,790	2.28	
	Breast	3,330	3.77	1,320	3.85	I



## Retail feature activity for turkey items is up this week led by a significant increase in breast cut and grind promotions. Whole breast activity, including in the deli, is about steady on lower price levels. Fresh boneless breast cuts are actively featured on firm to higher average feature prices. Ground breast features are up 300% this week to levels not seen since the first week of the year but on slightly lower price levels. Grinds in general are being actively promoted with the average price for all grinds up from last week. Whole bird features dropped slightly with increased fresh bird activity noted late in the ad cycle. Features for selected turkey items for Passover carried into the early part of the ad cycle.

Turkey Featuring - 03/24 thru 03/30



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300)3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



## **USDA Weekly Retail Turkey Feature Activity**

Fri. Mar 24, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/24 thru 03/30. (prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S.  (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S.  (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/	56.0% of 7,900 sampled outlets			38.2% of 5,200 sampled outlets			54.5% of 3,900 sampled outlets		
Special Rate 2/	14.5% of stores w/ no-price promotions			1.3% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index 3/	Activity Index = 7,020			Activity Index = 4,110			Activity Index = 5,320		
	Price Range	Summary		Price Range	Summary		Price Range	Summary	
	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores \	Ntd Avg
WHOLE BIRDS:									
Fresh - Hens	0.99 - 1.29	320	1.12	1.08	10	1.08			
" - Toms	0.99 - 1.19	310	1.11	1.08	10	1.08			
Frozen - Hens	0.99	10	0.99				0.79	20	0.79
" - Toms	0.99	10	0.99				0.79	20	0.79
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.30 - 2.29	550	1.87				2.19	10	2.19
Frozen				0.99 - 1.89	430	1.45	1.00 - 1.19	160	1.02
Hotel Style									
Fresh	0.98 - 1.29	70	1.05						
Frozen									
Split, bone-in									
Fresh	1.99	50	1.99						
Rotisserie	3.99 - 7.99	1,130	6.53	4.99 - 6.99	210	5.50			
Boneless, whole				2.99	10	2.99			
Cutlets	3.69 - 3.99	480	3.95	3.99 - 4.54	340	4.51	3.63 - 4.99	800	4.28
Strips	3.99	40	3.99	4.54	200	4.54	3.63 - 4.99	680	4.33
Tenders	3.99	50	3.99	3.99 - 4.54	340	4.18	3.19 - 4.39	800	3.88
Drumsticks	1.29	60	1.29	0.99	230	0.99	0.66	50	0.66
Thighs	1.59	60	1.59	0.99	230	0.99	0.85	50	0.85
Wings	1.29	60	1.29	0.99 - 1.19	250	1.01			
Necks	1.29	60	1.29						
Smoked Drumsticks	1.39	30	1.39	1.49	30	1.49			
Smoked Wings				0.99	20	0.99			
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 3.49	440	3.03	2.00 - 2.75	370	2.61	2.50 - 2.99	370	2.62
Sausage	1.99 - 2.59	630	2.18	2.40 - 2.89	420	2.72	2.50 - 2.99	530	2.70
85% lean	1.79	410	1.79	0.99 - 1.79	230	1.60			
93% lean	1.53 - 2.99	790	2.14	1.60 - 2.62	580	2.27	2.40	160	2.40
Breast	3.07 - 3.99	1,460	3.59	3.49 - 3.99	200	3.79	3.19 - 3.99	1,670	3.93

Note: See page 1 for explanatory notes.